



Permit #F00041403

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041403**Type of Permit:** FILMING**Release Date:** 06/24/2011**Production Company** IDENTITY MEDIA INC**Producer** STEPHANIE BRUNI**Insured Company Name** IDENTITY MEDIA INC**Director** LAURENT CHANEZ

Contact Phone No. 1 212-683-2500

1st AD ANDY COFFING

Contact Phone No. 2

Production Manager LYNDA DE ZORZI

Fax

FilmL.A. Coordinator Daniel Alvarez

Address 400 W 14TH ST, 3RD FLOOR

NEW YORK, New York 10014

Location Manager ALBERT EPPS

Primary Phone Mobile - 213-479-7975

Secondary Phone

Production Title LOREAL**Location Assistant** N/A N/A

Primary Phone Mobile - 000-000-0000

Secondary Phone

Type of Production Commercial - Standard

Fees

Posting 300 \$69.00

Total Permit Fee \$1,796.00

Posting 600 \$138.00

Number of Locations 4

Posting 900 \$414.00

Notification Charge \$465.00

FILMLA FILM APPLICATION FEE \$625.00

LA CITY FIRE DEPARTMENT SPOT CHECK \$85.00
SURCHARGE



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Summary Information**Location****Location 1 of 4****Page 1 of 1**

Permit Number F00041403
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager ALBERT EPPS
Primary Phone Mobile - 213-479-7975
Secondary Phone

Location Address W SUNSET BL, PACIFIC COAST HIGHWAY, CHATAUQUA BL (INCLUSIVE, EXCLUDING COAST HIGHWAY), LOS ANGELES, CA, 90272

Location Type Driving grid

Film Dates 6/26/2011 - 6/27/2011 07:00 - 20:00 2 days

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Picture vehicles	1		Cast	1
	Vans	2		Crew	10

Filming Activities Camera in car; Driving shots with the flow of traffic;

Jurisdiction **Political:** Los Angeles City - Council District 11

Police: Los Angeles Police Department

Fire: Los Angeles City

Thomas Guide Page: 631

Grid:

Approvals LOS ANGELES POLICE DEPARTMENT

Melissa Hernandez

Parking **Base Camp** 941 Temescal Canyon Rd,
Location Type : Los Angeles, CA, 90272
Other Location

Crew Parking 941 Temescal Canyon Rd,
Location Type : Los Angeles, CA, 90272
Other Location



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Summary Information**Location****Location 2 of 4****Page 1 of 2**

Permit Number	F00041403	Location Manager	ALBERT EPPS
Production Company	IDENTITY MEDIA INC	Primary Phone	Mobile - 213-479-7975
Insured Company	IDENTITY MEDIA INC	Secondary Phone	
Production Title	LOREAL		

Location Address 941 Temescal Canyon Rd, Los Angeles, CA, 90272**Location Type** Theater**Film Dates** 6/27/2011 - 6/27/2011 07:00 - 12:00 1 day**Open or Closed to the Public** Closed

Generic Conditions All Vehicles must be parked legally.
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Pacific Palisades July 2009.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	4		Cast	1
	Cast/Crew vehicles	50		Crew	55
	Cube Trucks	4		Off-Duty/Retired LAPD Officer(s)	1
	Generator	1			
	Motor Homes	2			
	Stakebed Trucks	2			
	Trailers	3			
	Vans	3			

Filming Activities Atmospheric Smoke Effects; Equipment on property; Equipment on sidewalk only.; Interior Dialogue; Interior models against scenery;

Jurisdiction	Political: Los Angeles City - Council District 11	Police: Los Angeles Police Department	Fire: Los Angeles City
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Thomas Guide Page: 631**Grid:** A5**Approvals** LOS ANGELES POLICE DEPARTMENT

Suzan Nelson

Parking	Base Camp	TEMESCAL GATEWAY	Crew Parking	TEMESCAL GATEWAY
	Location Type :	PARK	Location Type :	PARK
	Other Location	15601 Sunset Blvd, Pacific Palisades, CA, 90272	Other Location	15601 Sunset Blvd, Pacific Palisades, CA, 90272

Parking Notes
MRCA PERMIT #11-2254 - JOYCE WHITEHEAD

Posting "No Parking" signs E/S TEMESCAL CANYON RD., LOCATION - SOUTH 300'
W/S N HAVENFORD AV., TEMESCAL CANYON RD. - SOUTH 500'

Approximate Footage 601 - 900**Log Number** 18050



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Summary Information

Location

Location 2 of 4

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Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager ALBERT EPPS
Primary Phone Mobile - 213-479-7975
Secondary Phone

Date(s) 6/27/2011 to 6/27/2011

Time(s) 07:00 to 13:00

NOT
FOR
RENT



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Summary Information**Location****Location 3 of 4****Page 1 of 2**

Permit Number F00041403
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager ALBERT EPPS
Primary Phone Mobile - 213-479-7975
Secondary Phone

Location Address 948 Lachman Ln, Los Angeles, CA, 90272

Location Type Private Residence

Prep Dates 6/25/2011 - 6/26/2011 09:00 - 19:00 2 days

Film Dates 6/27/2011 - 6/27/2011 07:00 - 22:00 1 day

Strike Dates 6/28/2011 - 6/28/2011 07:00 - 19:00

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Pacific Palisades July 2009.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	4		Cast	2
	Cast/Crew vehicles	50		Crew	55
	Cube Trucks	4		FilmL.A. Monitor(s)	1
	Generator	1		Off-Duty/Retired LAPD Officer(s)	2
	Motor Homes	4			
	Stakebed Trucks	4			
	Trailers	4			
	Vans	4			

Filming Activities Equipment on property; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Exterior MOS; Interior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; 2 talent riding bikes in street with ITC.; 1 dog: Animal Reg#7205; Open Flame on stovetop;

Special Effects: F/X Permit # 15989

Type	No. Times Per Day	No. Takes Per Take
Open Flame on stovetop	1	1

Jurisdiction **Political:** Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

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Grid: H4

Approvals LOS ANGELES POLICE DEPARTMENT

Suzan Nelson

Coordinator Note FILMLA MONITOR REQUIRED ON 6/27 FROM 6A TO 10P

Parking Base Camp

941 Temescal Canyon Rd,

Crew Parking

941 Temescal Canyon Rd,



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Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager ALBERT EPPS
Primary Phone Mobile - 213-479-7975
Secondary Phone

Location Type : Los Angeles, CA, 90272
Other Location

Location Type : Los Angeles, CA, 90272
Other Location

Posting "No Parking" signs 100' IN FRONT OF LOCATION

Approximate Footage 0 - 300

Log Number 18051

Date(s) 6/26/2011 to 6/28/2011

Time(s) 07:00 to 22:00

Posting "No Parking" signs E/S LACHMAN LN., MERRIVALE LN. - NORTH 200'
E/S LACHMAN LN., MERRIVALE LN. - SOUTH 500'
B/S MERRIVALE LN., LACHMAN LN. - EAST TO END
B/S MERRIVALE LN., LACHMAN LN. - WEST 75'

Approximate Footage 601 - 900

Log Number 18052

Date(s) 6/27/2011 to 6/27/2011

Time(s) 07:00 to 22:00



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Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager ALBERT EPPS
Primary Phone Mobile - 213-479-7975
Secondary Phone

Location Address 1040 N Las Palmas Ave, Los Angeles, CA, 90038

Location Type Certified Studio

Film Dates 6/26/2011 - 6/26/2011 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	4		Cast	2
	Cast/Crew vehicles	45		Crew	55
	Cube Trucks	2			
	Generator	1			
	Motor Homes	2			
	Stakebed Trucks	2			
	Trailers	1			
	Vans	2			

Filming Activities Filming interior on stage - Permit for posting;

Jurisdiction **Political:** Los Angeles City - Council District 04

Police: Los Angeles Police Department

Fire: Los Angeles City

Thomas Guide **Page:** 593

Grid: E6

Approvals LOS ANGELES POLICE DEPARTMENT

Suzan Nelson

Parking **Base Camp**
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs B/S ELEANOR AVE., SEWARD ST. - WEST TO END
W/S SEWARD ST., ELEANOR AVE. - SOUTH 100'

Approximate Footage 301 - 600

Log Number 18053

Date(s) 6/26/2011 to 6/26/2011

Time(s) 07:00 to 22:00

SPECIAL FILMING CONDITIONS PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***
- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**
- **Trash and refuse must be removed from the area immediately after filming activities are completed.**
- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.
- **No weekend or holiday filming unless approved by FilmL.A.**
- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.
- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**
- **Cast and crew may not park on area streets.** Off-street parking must be provided.
- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

SPECIAL FILMING CONDITIONS PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

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